

Table 59a

Expected percentage return on IT-based innovation investment this year for innovators, by selected company characteristics: 2001

(Frequency)

Characteristic	Total	Expected return				Nonresponse	Not applicable ¹
		None	Less than 10 percent	10 to 25 percent	More than 25 percent		
Innovators ²	34,400	900	4,800	5,900	3,000	2,400	17,500
IT	7,000	200	600	1,200	1,000	600	3,400
Manufacturing	1,500	S	200	300	S	S	700
Communication	1,200	S	S	100	200	100	600
Computer related services	4,300	S	S	800	700	S	2,100
Non-IT	27,400	S	4,200	4,700	2,000	1,800	14,100
Manufacturing	15,300	S	S	S	S	S	7,600
Transportation & public utilities	3,700	S	S	S	S	S	2,000
Finance, insurance & real estate	6,900	S	S	1,400	S	S	3,800
Engineering & AAB services	1,500	S	200	300	S	S	700
By revenue size							
\$2.5M to \$4.9M	11,400	S	1,400	2,000	900	700	5,800
\$5M to \$9.9M	8,100	S	1,400	1,100	600	600	4,400
\$10M to \$24.9M	7,700	S	1,300	1,400	700	400	3,700
\$25M to \$50M	3,500	S	S	S	S	S	1,400
Above \$50M	3,700	S	S	S	S	S	2,100

¹ Not applicable represents those respondents who were asked to report their company's expected return on IT-based innovation investment over the next three years rather than for the current year.

² To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

KEY: IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

NOTES: Two versions of question 20 were administered to test different lengths of time for companies to report expected returns on IT-based innovation investment. Approximately half of the respondents were administered each version. Responses are to question 20, version 1: "Considering your company's investment in IT-based innovation in the past 12 months, approximately what percentage return do you expect to realize this year?" This question was only asked of innovators. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3895, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

SOURCE: National Science Foundation, 2001 Information Technology Innovation Survey.